

City of Round Rock Citizen Survey

May 2006

This survey was conducted from April 4 – April 27, 2006, sampling 400 Round Rock residents. The margin of error for the survey is plus or minus 5.0%. The purpose of the poll was to test opinions on a variety of issues affecting the residents of the City of Round Rock. This is a tracking poll, so this year's results will be compared with our research from 2004 and 2002, where appropriate.

Tips for Reading a Survey

Doubling the negative: In questions where respondents rate something positively or negatively (excellent/good vs. only fair/poor; favorable vs. unfavorable, etc), we like to see the positive rating *at least* twice as high as the negative rating, and preferably considerably higher. That research rule of thumb was created because most people are reluctant to express negative opinions. Bear it in mind, and mentally “double the negative” when you’re reading such questions. If, after you double the negative, the positive and negative ratings are equal, that’s a barely adequate rating—and a sign of incipient trouble.

Margin of error: The margin of error for the overall population of this survey is plus or minus 5.0%. For that reason, we looked for demographic groups that differed from the overall population by at least that much, and usually more, on a given question before noting the variations here.

Trends: Besides the margin of error, we also looked at trends. In other words, did certain demographic groups show consistent differences from the overall population? When a difference is not part of a trend, it is often less important.

Key Findings

- Traffic (52.8%), growth (50%), and overcrowding of schools (33.5%) are the three biggest issues residents think Round Rock will face in the next five years.
- An overwhelming 82.8% believe that the City is headed in the right direction. That's great news.
- Less than half, at 46.5%, say that the quality of life in the City of Round Rock is getting better. This number has not improved in the last four years.
- The fire department, trash collection, and police department are the highest ranked city services, all at 79% or more rating them as excellent or good.
- 58.1% think that the city is doing an excellent or good job "listening to and responding to the needs of citizens." This number has not changed since 2002 and we would like to see it above 60% to see the positive number increase to more than double the negative number.
- A fantastic 88.8% "feel safe walking alone in your neighborhood at night." As we have seen in previous years, this is a very high number.
- Residents find the traffic in their neighborhood to be much better than the traffic on state roads and highways. However, 62.8% think that the City is doing an only fair or poor job of managing traffic — a ten point decline in positive rating since 2004.
- 82% think that traffic in Round Rock has gotten worse in the last two years.
- The most popular source for information about the City is the local TV news, with 80.6% saying that they get information there.
- Although only one quarter of residents have heard a great deal or somewhat about the Ten Year Comprehensive Plan, those who have heard about the plan think that it is valuable, at 93.6%.
- Three out of four residents strongly or somewhat support the City "offering incentives like property tax abatements and sales tax sharing agreements to targeted industries as a way to expand the local economy."
- Two thirds of residents support the "City's financial participation in an indoor, competitive pool for local swim teams."

City of Round Rock

We asked several general questions about quality of life issues in Round Rock. First, we asked an open ended question: “what do you think will be the three biggest issues Round Rock will face within the next five years?”

	2006	2004	2002
Traffic	52.8%	42.0%	69.6%
Growth	50.0%	42.5%	51.6%
Schools/Overcrowded schools	33.5%	31.3%	26.4%
Road maintenance/ Construction	15.0%	22.8%	10.2%
Taxes	14.3%	13.0%	8.6%
Crime/ Bigger police department	13.5%	15.8%	11.0%
Lack of public transportation	12.8%	17.0%	10.2%
City services	7.8%	11.0%	16.8%
Water issues	5.8%	4.8%	6.5%
Business development	4.8%	-	-
More parks	4.0%	-	-
Cost of housing	3.5%	5.3%	6.8%
Toll roads	3.0%	-	-
Youth programs	3.0%	-	-
Other (all under 3%)	13.2%	6.8%	9.4%
Don't know	4.5%	33.3%	32.5%

Traffic and growth are tied as the biggest issues Round Rock will face in the next five years, with half of respondents giving these responses. Schools and overcrowding of schools is also a large concern, with a third of residents naming it as one of the top three issues.

The opinions of Round Rock residents have not changed radically in the last four years. Traffic has become more important since 2004, although not as important as it was in 2002. Growth has also returned to the importance that it held in 2002, increasing nearly eight points since 2004.

Key Insight

Although they have varied slightly in importance since 2002, traffic and growth remain the two biggest concerns for Round Rock citizens.

These results did vary somewhat by group. Men are more likely to name growth as an issue, at 54.5%, whereas women are more likely to name school overcrowding, at 42%. Anglo residents are more likely to worry about growth (52.6%) and overcrowded schools (35.2%) than are Hispanic respondents (41.5%; 19.6%). Higher income earners are much more likely to name traffic and growth than are lower income earners. Also, residents who have lived in Round Rock for 20 years or more are more likely to choose traffic (60%) and less likely to choose schools (23.6%).

We also asked if Round Rock is headed in the right direction or the wrong direction. 82.8% said right direction and 7.5% said wrong direction. These are great numbers; the vast majority of residents have a positive view about the City in general. In fact, this number has improved slightly from previous years. 76% said right direction in 2004 and 75.8% said it in 2002.

However, we see in this question that residents of Southwest Round Rock are slightly less happy than those in the other three quadrants. Only 66.7% of these residents think the City is headed in the right direction. Also, older residents and those who have lived in Round Rock longer are also less likely to think that the City is headed in the right direction.

City is headed in the right direction

Age

18-34	91.8%
35-44	87.4%
45-54	72.5%
55+	77.1%

Years lived in Round Rock

Less than 5 years	85.8%
5-9 years	86.9%
10-19 years	79.3%
20+ years	70.9%

Key Insight

Younger and newer residents are more likely to believe that the City of Round Rock is headed in the right direction. Older residents and those who have lived in the city longer are less likely to hold this belief.

Quality of Life

Approximately half of Round Rock residents feel that the quality of life in the City is getting better, at 46.5%. 13.8% feel it is getting worse and 36.3% feel it is about the same. These numbers are almost exactly the same as they have been for the last four years.

We see several different groups emerge in this question. Residents of Southwest Round Rock are less likely to say that the quality of life is improving, as are Anglos, and those with only a grade or high school education.

Quality of life in Round Rock is getting better

Region

Southwest	39.2%
Southeast	42.6%
Northwest	45.8%
Northeast	53.7%

Race

Anglo	44.8%
Hispanic	55.4%

Education

<i>Grade/high school</i>	37.3%
<i>Some college</i>	47.0%
<i>College graduate</i>	49.7%

There are also several worrisome groups who are more likely to believe that the quality of life in the City is getting worse. Older residents and those who have lived in Round Rock longer are all more likely to say that the quality of life is getting worse.

Quality of life in Round Rock is getting worse

Age

<i>55+</i>	20.8%
<i>45-54</i>	22.5%
<i>35-44</i>	9.8%
<i>18-34</i>	4.1%

Years lived in Round Rock

<i>20+ years</i>	30.9%
<i>10-19 years</i>	20.7%
<i>5-9 years</i>	10.7%
<i>Less than 5 years</i>	5.7%

Even though just under half of Round Rock residents feel that the quality of life in the City is getting better, only 22.8% feel that the quality of life in their neighborhood is getting better. 15% feel that the quality of life in their neighborhood is getting worse and 60.8% feel it is staying the same. These numbers are statistically the same as they were in 2004 and 2002.

Key Insight

Older residents and those who have lived in Round Rock longer are more likely to think that the quality of life in Round Rock is getting worse.

Hispanic respondents, at 32.1%, are more optimistic and likely to say that the quality of life in their neighborhood is getting better, than are Anglos, at 18.1%. Anglos are more likely to say that the quality of life is about the same. College graduates, at 29%, are more likely than those with only a grade or high school education, at 15.7%, to say that the quality of life in their neighborhood is getting better. Also, those who have lived in Round Rock less than 5 years are more likely to say the quality of life is getting better, at 32.6%.

City Services

We asked a group of questions to assess the City's job performance in several different areas. We asked how the City was doing "listening to and responding to the needs of citizens." 7.8% said excellent and 50.3% said good, for a total positive performance rating of 58.1%. 32% said only fair and 2.5% said poor, for a total negative rating of 34.5%. These performance ratings are statistically the same as they were in previous surveys. Although the City's positive performance

rating has not decreased outside the margin of error, we would still like to see the combined excellent and good ratings over 60%.

However, not all groups have this view of the City. Residents of Northeast Round Rock are much more likely to give the City a positive job performance rating, whereas residents of Southwest Round Rock are much less likely to have a positive rating. Also, younger and more highly educated residents are both more likely to have positive performance ratings of the City when it comes to “listening to and responding to the needs of citizens.”

Positive performance rating (Excellent + Good)

Region	
Northeast	65.4%
Northwest	58.4%
Southeast	56.7%
Southwest	41.2%
Age	
18-34	63.2%
35-44	58.7%
45+	55.3%
Education	
College graduate	66.3%
Some college	59.0%
Grade or high school	49.0%

Also, we asked respondents to rate a range of different city services.

	Excellent/ Good	Average	Below Average/ Poor
Fire department	81.3%	11.5%	0%
Trash collection	80.6%	13.3%	4.6%
Police department	79.0%	13.0%	4.8%
City parks	75.6%	15.8%	5.5%
Water and wastewater service	71.3%	21.3%	5.1%
Library	71.1%	15.0%	2.5%
City-sponsored recreation activities	70.3%	16.8%	3.5%
Maintenance of city streets	58.6%	29.3%	11.3%
City planning	53.3%	26.8%	10.0%
Municipal court	37.8%	17.8%	2.5%
Transportation planning	22.5%	29.0%	37.3%

Although most city services had a positive rating of over 50%, the Round Rock fire department, trash collection, and police department all tied for the best performance rating. Transportation planning is the only city service that has a higher negative than positive rating. This is an issue the City should continue to focus on.

Key Insight

Fire department, trash collection, and police department are the highest rated city services. Transportation planning is the worst rated service, with more than one third of residents giving it a negative rating.

Fire department

As one of the top rated city services, the fire department has a positive performance rating of over 80%. This is great news. Residents in Southwest Round Rock particularly favor the fire department, with a positive performance rating of 90.2%.

Trash collection

Along with the fire and police departments, trash collection is considered one of the best city services in Round Rock, with an overall positive performance rating of 80.6%. Older residents, Hispanics, higher income earners, and residents with only a grade or high school education are all more likely to have a high opinion of the City's trash collection services.

Positive rating (Excellent + Good)

Age

55+	87.5%
45-54	83.3%
35-44	80.4%
18-34	73.5%

Race

Hispanic	87.5%
Anglo	78.9%

Income

Over \$100,000	87.9%
\$75,001 to \$100,000	80.2%
\$50,001 to \$75,000	77.5%
\$50,000 and under	73.5%

Education

Grade or high school	88.2%
Some college or more	79.3%

City parks

Three in four Round Rock residents find the city parks to be excellent or good. This is a six point improvement from 2004 (69.6%). Residents in Southeast Round Rock are less likely than residents of other areas to give city parks a positive rating, at 70.2%. Residents in Northwest Round Rock are more likely to give a positive rating, at 80.6%. Women rate the city parks more positively, at 80%, than men do, at 71%. Also, people who work in Round Rock have higher opinions of the parks, at 84.8%, than people who do not work in Round Rock, at 72.2%. Nonetheless, all of these positive ratings are very high.

Water and wastewater service

71.3% of Round Rock residents have an excellent or good impression of their water and wastewater services. Only 5.1% have a below average or poor impression. That's a great ratio. Residents in Northeast Round Rock are more likely to have a positive impression, at 77.2%, while residents in the Northwest quadrant are less likely to have a positive impression, at 62.5%. Also, older residents, Hispanics, and higher income earners are all more likely to have a positive impression of the City's water and wastewater services.

Positive rating (Excellent + Good)

Age

<i>55+</i>	<i>79.2%</i>
<i>45-54</i>	<i>74.5%</i>
<i>35-44</i>	<i>68.5%</i>
<i>18-34</i>	<i>67.3%</i>

Race

<i>Hispanic</i>	<i>82.1%</i>
<i>Anglo</i>	<i>70.0%</i>

Income

<i>Over \$75,000</i>	<i>75.1%</i>
<i>\$50,001 to \$75,000</i>	<i>72.5%</i>
<i>\$50,000 and under</i>	<i>62.9%</i>

Library

Over 70% of Round Rock residents have a positive impression of the City library. However, residents of Northwest Round Rock are much less likely to have a positive impression, at 59.7%, whereas residents of the Southwestern quadrant of the city are much more likely to have a positive impression of the library, at 76.5%. Women, at 76.5%, are also more likely to have a positive impression of the City library, than are men, at 65.5%. However, men do not necessarily have a negative view of the library; they are more likely than women to say "don't know" or "no opinion" to this question.

Finally, residents who have lived in Round Rock longer are much more likely than newer arrivals to have a positive impression of the library.

Positive rating (Excellent + Good)

Years lived in Round Rock

<i>20+ years</i>	<i>78.2%</i>
<i>10-19 years</i>	<i>70.7%</i>
<i>5-9 years</i>	<i>73.8%</i>
<i>Less than 5 years</i>	<i>66.0%</i>

City-sponsored recreation activities

Overall, residents also have a positive impression of City recreation activities, with 79.3% saying excellent or good. More women, at 75%, tend to have a positive impression than men, at 65.5%.

Maintenance of city streets

Residents have a slightly less positive impression of how the city streets are being maintained, with only 58.6% of residents having an excellent or good impression of this city service. Residents of Southwest Round Rock are much less likely to have a positive impression, at only 51%. Also, Hispanic residents are more likely to have a positive impression, at 82.1%, than are Anglos, at 54.1%.

Residents who have lived in Round Rock less than five years have a much more favorable impression of city street maintenance, at 70.2%, than do those residents who have lived in the city five years or more, at 52.1%. Finally those residents who also work in Round Rock are less likely to have a positive impression, at 51.5%, than do those who do not work in Round Rock, at 60.5%. Those people who have lived in Round Rock longer and those who probably drive the city streets more tend to have a less favorable impression of street maintenance.

City planning

Just over half of Round Rock residents have a positive impression of city planning, at 53.3%. Although we would like to see this number above 60%, it is still an impressive 10 points higher than in 2004 (43.3%).

Municipal court

Only 37.8% of residents have an excellent or good impression of the City's municipal court. The remaining respondents do not necessarily have a negative impression — they are simply unfamiliar with the municipal court. 42% didn't know or had no opinion about this city court. However, there are some differences among those residents who are familiar with the municipal court.

Residents of Southeast Round Rock are less likely to have a favorable impression of the court, at 34%, whereas residents of Southwest Round Rock are more likely to have a positive impression, at 43.1%. Also, those with only some college education or less are more likely to have a positive impression, at 49.4%, than are those with a college education or more, at 29%.

Transportation planning

Residents have the lowest impression of the City's transportation planning, with only 22.5% of residents giving it an excellent or good rating. In fact, 37.3% give it a below average or poor rating. Hispanics, at 32.1%, are more likely than Anglos, at 22.2%, to give transportation planning a positive rating. Also, those residents with more education are less likely to give transportation planning a positive rating.

Positive rating (excellent + good)

Education

<i>Grade or high school</i>	35.3%
<i>Some college</i>	20.5%
<i>College graduate</i>	24.8%

Graduate work/degree 12.8%

Taking Care of Common Problems Job Performance

We asked residents several questions about how the City is doing taking care of several common problems, including abandoned vehicles, lots overgrown with weeds, and enforcing upkeep of right-of-ways.

	Excellent/ Good	Only fair/ Poor
Abandoned vehicles	83.8%	11.3%
Enforcing upkeep of public right-of-ways	75.5%	22.8%
Lots overgrown with weeds	65.8%	29.6%

Respondents have a very high opinion of the City's job performance in taking care of abandoned vehicles and enforcing upkeep of public right-of-ways. They have a slightly less favorable, although still high, opinion of how the City is doing taking care of lots overgrown with weeds.

Abandoned vehicles

With a positive rating of over 80%, residents think very highly of the way the City is taking care of abandoned vehicles. In fact, this positive rating is nearly a 13 point increase from 2004 (71.1%) and a 15 point increase from 2002 (68.6%). That's great news for the City – residents have noticed an improvement in how the City is taking care of abandoned vehicles.

The western areas of Round Rock, women, and those who have lived in the City longer are all less likely to have a positive performance rating.

Positive rating (Excellent + Good)

Region

<i>Northeast</i>	83.8%
<i>Southeast</i>	83.0%
<i>Northwest</i>	77.8%
<i>Southwest</i>	74.5%

Gender

<i>Male</i>	85.0%
<i>Female</i>	77.5%

Years lived in Round Rock

<i>Less than 5 years</i>	85.8%
<i>5-9 years</i>	84.4%
<i>10-19 years</i>	76.8%
<i>20+ years</i>	69.1%

Enforcing upkeep of public right-of-ways

Three in four residents say that the City is doing an excellent or good job of enforcing the upkeep of public right-of-ways. This is nearly 15 points better than 2004 (60.8%) and 25 points better than 2002 (49.8%). That is really great news.

However, these results do vary by region. Residents in Northwest Round Rock are much less likely to rate this service as excellent or good, at 66.7%, while residents in Northeast Round Rock are much more likely to give this service a positive rating, at 82.4%.

Lots overgrown with weeds

Approximately two thirds of residents say that the City is doing an excellent or good job taking care of lots overgrown with weeds. This is a 7 point improvement from 2004 (58.3%) and 2002 (58.9%). Like the other services we tested, residents' impression is improving, although not as quickly as for other services.

Not surprisingly, these results also vary by region. Residents in Southeast Round Rock are least likely to have a positive rating, at 61%, whereas residents in Southwest Round Rock are much more likely to have a positive rating, at 74.5%.

Key Insight

The City is doing a great job taking care of common problems such as abandoned vehicles, enforcing upkeep of public right-of-ways, and lots overgrown with weeds — improving its performance since 2004.

Contacting the City

We asked respondents to rate the quality of service they receive when they call or email the City.

	Excellent/ Good	Only fair/ Poor	Have never called/ emailed the City
Telephone the City	58.1%	18.8%	19.5%
Email the City	27.1%	10.3%	57.8%

Those residents who have contacted the City by phone or email have a fairly positive impression of the quality of service they received. However, many people have never called the City and most people have never emailed the City for services or information.

Key Insight

Most residents who have phoned the City have received excellent or good service. However, most residents polled have never emailed the City. This is a seldom used contact point.

There are several different crosstab variations for these two questions. Residents in Southwest Round Rock, older residents, Anglos, those with less education, and those who have lived in Round Rock longer are all more likely to have a positive rating of the quality of services they receive when they call the City for services and information. Other residents are not more likely to have a negative impression—they are just less likely to have called the City at all.

Positive rating (excellent + good)

Region	
Southwest	66.7%
Southeast	61.7%
Northeast	54.4%
Northwest	51.4%
Age	
55+	66.7%
45-54	60.8%
35-44	56.6%
18-34	53.1%
Race	
Anglo	62.6%
Hispanic	48.2%
Education	
Grade or high school	64.7%
Some college	63.2%
College graduate	60.7%
Graduate work/degree	43.0%
Years lived in Round Rock	
20+ years	69.1%
10-19 years	57.3%
5-9 years	59.0%
Less than 5 years	53.2%

Amongst those people who have emailed the City for services or information, Hispanic residents and those who work outside Round Rock are more likely to rate the quality as only fair or poor.

Negative rating (only fair + poor)

Race	
Hispanic	17.9%
Anglo	7.0%
Work location	
Outside Round Rock	12.1%
Inside Round Rock	4.0%

Public Safety

We also asked residents if “you feel safe walking alone in your neighborhood at night.” The overwhelming majority of residents do feel safe, at 88.8%. Although this change is just inside the margin of error from our results from 2004, this number has been steadily increasing since 2002.

Yes, *“feel safe walking along in your neighborhood at night.”*

2006 88.8%

2004 84.3%

2002 82.3%

It is not surprising that men, at 96%, tend to feel safer than women, at 81.5%. Also, Anglos (90.7%) are more likely to feel safe than are Hispanics (82.1%).

Traffic

Residents rated the traffic situation on state roads and highways in Round Rock as well as in and around their neighborhoods. Overall, respondents find the traffic situation in their neighborhoods to be better than the one on state roads and highways.

How would you rate the traffic situation on state roads and highways in Round Rock, like I-35, FM 1325, and RM 620?

Excellent	0.5%
Good	10.5%
Average	26.0%
Below average	25.5%
Poor	37.0%

Very few residents have a positive rating of the traffic situation on state roads and highways, with only 11% answering excellent or good. The majority of respondents, at 62%, rate the traffic situation as below average or poor. This negative rating is slightly higher than it was in 2004 (54.8%). Men (66.5%) and residents who have lived in Round Rock for 20 years or more (74.5%) are both more likely to have a negative rating of the traffic situation on state roads and highways.

How would you rate the traffic in and around your neighborhood?

Excellent	11.5%
Good	30.0%
Average	33.3%
Below average	15.8%
Poor	9.3%

Residents have a much higher opinion of the traffic situation in their neighborhoods, with 41.5% giving an excellent or good rating. However, this positive rating is an eight point decrease from 2004, when 49.3% of residents had an excellent or good rating of the traffic situation in and around their neighborhood.

Key Insight

Citizens have a much more negative impression of traffic on state roads and highways than they do of roads in and around their neighborhoods. The traffic on state roads and highways is where most citizens feel the situation is getting worse.

These results vary by region. Residents of Northeast Round Rock are much more likely than other areas to give a positive rating, at 49.3%. Also, residents who have lived in Round Rock longer are more likely to give the traffic situation in their neighborhood a negative rating.

Negative rating (below average + poor)

20+ years	32.7%
10-19 years	28.0%
5-9 years	23.8%
Less than 5 years	21.3%

We then asked respondents “what kind job do you think the City of Round Rock is doing in managing traffic?” 4.3% said excellent and 31.5% said good, for a total positive rating of 35.8%. 44.3% said only fair and 18.5% said poor, for a total negative rating of 62.8%. These results are a decline from past years — a ten point decrease in the positive rating from 2004 and a six point decrease in the positive rating from 2002.

Residents of Southwestern Round Rock are more likely to have a negative rating, at 70.6%, whereas residents of the Northeast quadrant are less likely to have a negative rating, at 55.1%. Respondents who work in Round Rock are more likely to have a positive rating about how the City is managing traffic, at 41.4%, than are those who do not work in Round Rock, at 32.6%.

Finally, we asked “compared to two years ago, would you say that traffic in Round Rock has gotten better, gotten worse, or stayed about the same?” The vast majority of residents believe that traffic has gotten worse, at 82%. Only 2.8% say that it has gotten better. 11.5% say that traffic is about the same. More residents now believe that the traffic situation is worse than in previous years. In 2004, 68.3% thought the traffic situation was getting worse and in 2002, 70.1% thought it was getting worse. The 12 point decline in optimism about traffic is not good news for the City.

Residents in Southwest Round Rock, older respondents, higher income earners, and those who have lived in Round Rock longer are all more likely than others to believe that the traffic situation in the city is getting worse.

Traffic is getting worse

Region	
Southwest	92.2%
Northeast	81.6%
Southeast	80.1%
Northwest	79.2%
Age	
45+	88.7%
35-44	81.8%
18-34	72.4%
Income	
Over \$100,000	89.0%
\$75,001 - \$100,000	86.8%
\$75,000 or less	74.4%
Years lived in Round Rock	
5+ years	88.0%
Less than 5 years	70.9%

Information Sharing

This series of questions focuses on how residents get information about the City of Round Rock. We asked residents to rate the City's job of "keeping you informed of city programs and services." 16% think the City is doing an excellent job and 52.5% said good, for a total positive rating of 68.5%. 26% said only fair and 4.3% said poor, for a total negative rating of 30.3%. Although these numbers aren't bad, we would like to see the negative performance rating much lower. The good news is that this rating is steadily improving.

	Positive rating	Negative rating
2006	68.5%	30.3%
2004	63.8%	36.1%
2002	58.8%	39.9%

It is interesting that although Hispanic residents are much more positive about many city services, Anglos are more likely to give the City a positive rating for this question, at 72.6%, than are Hispanics, at 60.7%.

Key Insight

Although Hispanic respondents are often more optimistic than Anglos, they are less likely to say that the City is doing an excellent or good job of keeping residents informed of city programs and services.

We also wanted to find out where residents got information about the City. For each of the following, we asked if the respondent uses it as a source for information about the City of Round Rock.

	2006	2004	2002
Local TV news	80.8%	85.6%	79.7%
Friends	70.3%	65.8%	59.0%
Enclosures in your city utility bill	65.8%	62.3%	62.2%
Austin American Statesman	56.3%	63.5%	61.7%
Homeowner's association newsletter	56.0%	41.3%	-
Round Rock Cable Channel 10	50.0%	51.4%	49.6%
Round Rock Leader	47.3%	53.5%	44.5%
Radio	46.5%	47.6%	39.1%
The City Beat ad	45.3%	50.8%	-
City web page	37.0%	29.3%	21.4%
Public meetings	21.5%	20.5%	22.4%
The city email newsletter, the Round Rock News	18.0%	19.8%	7.7%

Local TV news

As it has been in previous years, Round Rock residents get most of their information about the City from local TV news. However, women (85.5%) are more likely than men (76%) to get information from this source. Also, residents of

Southwest Round Rock (88.2%) are more likely to get information from the local TV news than are residents of the Northwest quadrant (75%).

Friends

Since 2002, friends have increased over 10 points as a source of information about the City. There are several large differences between the crosstab group, here. Residents of Southwest Round Rock are more likely to hear about the City from friends, as are older residents, Anglos, higher income earners, and better educated residents.

Get information about the City from friends

Region	
Southwest	86.3%
Northwest	70.8%
Northeast	67.6%
Southeast	66.7%
Age	
35+	74.1%
18-34	60.2%
Race	
Anglo	72.6%
Hispanic	57.1%
Income	
Over \$50,000	72.9%
\$50,000 and under	60.0%
Education	
Graduate work/degree	75.6%
College graduate	75.2%
Some college	68.4%
Grade or high school	52.9%

Key Insight

Although clearly more difficult to manipulate, friends have become a more often used information source about the City, increasing over 10 points since 2002.

Enclosures in your city utility bill

65.8% of residents claim to get information about the city from the enclosures in their city utility bill. This is statistically the same percentage as in previous years. However, there is some demographic variation among those people who use this source of information. Residents in Northeast Round Rock are more likely to use it, as are women, older residents, Hispanics, and people who work outside the City.

Get information about the City from enclosures in your city utility bill

Region	
Northeast	72.1%
Southwest	68.6%
Southeast	61.7%

<i>Northwest</i>	59.7%
Gender	
<i>Female</i>	71.0%
<i>Male</i>	60.5%
Age	
55+	75.0%
45-54	66.7%
35-44	63.6%
18-34	63.3%
Race	
<i>Hispanic</i>	82.1%
<i>Anglo</i>	61.5%
Work location	
<i>Outside Round Rock</i>	68.4%
<i>Inside Round Rock</i>	57.6%

Austin American Statesman

The Statesman has decreased slightly in popularity this year, with only 56.3% of residents saying that they use it to find information about the City. Residents of Southwest Round Rock, older residents, Hispanics, and those who have lived in Round Rock longer are all more likely to get information about the City from the Austin American Statesman.

Get information about the City from the Austin American Statesman

Region	
<i>Southwest</i>	70.6%
<i>Northwest</i>	63.9%
<i>Northeast</i>	56.6%
<i>Southeast</i>	46.8%
Age	
55+	72.9%
45-54	61.8%
35-44	53.1%
18-34	45.9%
Race	
<i>Hispanic</i>	67.9%
<i>Anglo</i>	53.7%
Years lived in Round Rock	
20+ years	69.1%
10-19 years	63.4%
5-9 years	53.3%
Less than 5 years	49.6%

Homeowner's association newsletter

As a source of information about the City, residents' homeowner's association newsletters have increased in popularity by 15 points over the last two years. At 56%, just over half of Round Rock residents use this as a source of information about the City.

Residents of Northwest Round Rock (61.1%) are more likely to use their HOA's newsletter, whereas residents of Northeast Round Rock are less likely to use it

(50%). Anglos (58.1%) are more likely to use it than are Hispanics (50%). Also, residents who have lived in Round Rock less than 10 years are over seven points more likely to get information about the City this way than are residents who have lived in Round Rock for 10 years or more.

Key Insight

Residents' homeowner's association newsletters have increased greatly since 2004 as a source of information about the City. 56% of residents use these newsletters as an information source.

Round Rock Cable Channel 10

Half of Round Rock residents use this cable channel to get information about the City. This is the same result as we saw in 2004 and 2002. However, older residents and those who have lived in Round Rock longer are both more likely to watch cable channel 10 for information about the City.

Get information about the City from Round Rock Cable Channel 10

Age	
35+	53.9%
18-34	40.8%
Years lived in Round Rock	
20+ years	63.6%
10-19 years	61.0%
5-9 years	49.2%
Less than 5 years	39.0%

Round Rock Leader

With slightly less than half (47.3%) of Round Rock residents using it as a source of information, the Round Rock Leader is used just as much now as it was in 2004 and 2002. Its usage has not changed. However, it does vary by age, race, the amount of time the respondent has lived in Round Rock, education, and region. Likelihood to use the Round Rock Leader increases with age and number of years lived in Round Rock. It decreases with education. It is also more likely for Hispanics and people who live in the Northeast quadrant of the City.

Get information about the City from the Round Rock Leader

Age	
55+	58.3%
45-54	55.9%
35-44	40.6%
18-34	41.8%
Race	
Hispanic	55.4%
Anglo	44.4%
Years lived in Round Rock	
20+ years	54.5%
10-19 years	50.0%
5-9 years	45.1%

<i>Less than 5 years</i>	44.7%
Education	
<i>College graduate</i>	53.8%
<i>Some college</i>	48.7%
<i>Grade or high school</i>	37.3%
Region	
<i>Northeast</i>	51.5%
<i>Northwest</i>	48.6%
<i>Southwest</i>	47.1%
<i>Southeast</i>	42.6%

Radio

Just under half (46.5%) of residents learn information about the City on the radio. Although the radio increased in popularity slightly from 2002 to 2004, it has since remained static.

Anglos (49.3%) are more likely to listen to the radio for information about the City than are Hispanics (39.3%). Also, people who have lived in Round Rock for five years or more (50.2%) are more likely to use the radio than people who have lived in Round Rock less than five years (39.7%).

City Beat Ad

Slightly less than half of Round Rock residents get information about the City from the City Beat ad, at 45.3%. This is a slight decrease from 2004, although the change is within the margin of error.

Older residents, people who have lived in Round Rock longer, and Hispanics are all more likely to use the City Beat ad to get information about the City.

Get information about the City from the City Beat Ad

Age	
<i>55+</i>	62.5%
<i>45-54</i>	56.9%
<i>35-44</i>	38.5%
<i>18-34</i>	34.7%
Years lived in Round Rock	
<i>20+ years</i>	58.2%
<i>10-19 years</i>	50.0%
<i>5-9 years</i>	40.2%
<i>Less than 5 years</i>	41.8%
Race	
<i>Hispanic</i>	51.8%
<i>Anglo</i>	41.9%

City web page

Although the Round Rock City web page is still only at 37% usage, its popularity has been steadily increasing since 2002. That's good news.

Key Insight

Although its usage has been steadily increasing since 2002, the Round Rock City web page is still highly underused.

Hispanic residents are much more likely to use the website than others, at 44.6%. Also, residents of Southwest Round Rock (25.5%), residents over the age of 55 (25%), and those with only a grade or high school diploma (21.6%) are all much less likely to use the city web page to get information about Round Rock.

Public meetings

Public meetings have been one of the least popular sources of information about the City since 2002. Only one in five residents claim to use this source of information (21.5%).

Residents who have lived in Round Rock longer are 19 points more likely than recent arrivals to use this source. Also, older residents are 15 points more likely than younger ones to use public meetings as an information source.

City email newsletter

The City's email newsletter, the Round Rock News, is the least used information source about the City. Only 18% of residents say that they use the newsletter to get information about the City of Round Rock.

Certain groups are more likely to read the newsletter than others, including residents of Southwest Round Rock (29.4%), those over the age of 55 (29.2%), those with only a grade or high school education (25.5%), and those who have lived in Round Rock for 20 years or more (23.6%).

City Initiatives

To get residents' impressions of several different city initiatives, we asked about the 10 year comprehensive plan, possible business incentives, and the City's possible financial participation in a new swimming pool.

Ten Year Comprehensive Plan

First, we asked how much respondents have heard about the City's new 10 year comprehensive plan.

A great deal	8.0%
Somewhat	17.0%
Only a little	33.0%
None at all	41.3%

Only one in four residents have at least somewhat heard about the plan. Most residents have heard only a little or nothing at all about the City's 10 year plan. It is clear that the City needs to spread more information about this initiative, as most residents are not well informed about it.

There are several groups that the City should perhaps concentrate on — groups who are more likely than others to know nothing at all about the 10 year plan. These include residents of Northwest Round Rock (only 13.9% have heard a great deal or somewhat), those aged 18-34 (52% have heard nothing at all about the plan), those who earn \$50,000 a year or less (48.6% have heard nothing at all), and residents who have lived in Round Rock less than five years (47.5% have heard nothing at all).

Of those residents who have heard about the plan, we asked “how valuable would you say this planning process is?”

Very valuable	40.1%
Valuable	31.9%
Somewhat valuable	21.6%
Not valuable at all	2.2%

Almost all residents believe that this plan is at least somewhat valuable. This is great news for the City. Those residents who are aware of the 10 year plan think that it is at least somewhat valuable.

Key Insight

Even though only few residents have heard about the Ten Year Comprehensive Plan, almost all of those who have heard about it find it to be a valuable planning process.

There is some difference between men and women for this question. Men are more likely to say that this planning process is very valuable or valuable, at

76.5%, than are women, at 67.2%. Women are more likely to say that the plan is somewhat valuable or to say don't know.

Incentives for Businesses

We asked residents how much they “support the City offering incentives like property tax abatements and sales tax sharing agreements to targeted industries as a way to expand the local economy.” Overall, residents support this initiative. 22.3% strongly support it and 51.5% somewhat support it, for a total of 73.8% who support offering these incentives. 12.5% somewhat oppose it and 8.5% strongly oppose it, for a total of 21% who oppose it. 5.3% do not know. Although one in five residents opposes offering these incentives, the majority of residents support them.

However, several groups are less likely to offer their support. These include residents of Southwest Round Rock (64.7% support), those who earn \$50,000 a year or less (62.8% support), and those with only a grade or high school education (60.8% support).

New Swimming Pool

Finally, we asked residents if they support “the City’s financial participation in an indoor, competitive pool for local swim teams.” Two thirds of residents support this initiative. 23% strongly support it and 47% somewhat support it, for a total of 70% support. 16.5% somewhat oppose the idea and 8.5% strongly oppose it, for a total of 25% opposition. Residents with less education and who have lived in Round Rock longer are less likely to support the City’s participation in a new swimming pool.

Support City’s participation in new swimming pool (strongly support + somewhat support)

Education

<i>Grade or high school</i>	60.8%
<i>Some college</i>	70.1%
<i>College graduate</i>	77.9%

Years lived in Round Rock

<i>20+ years</i>	63.7%
<i>10-19 years</i>	65.9%
<i>5-9 years</i>	69.7%
<i>Less than 5 years</i>	75.2%

About our Respondents

As we are conducting a survey, we monitor the following demographic information to ensure that the survey represents all groups fairly. We match our data to the 2000 Census and to the information given to us by the City to facilitate a good representation.

Gender

Male	50.0%
Female	50.0%

Our female respondents were more likely to be younger. 62.2% of those aged 18-34 are women, whereas only 20.8% of those aged 55 or older are women. Also, our Hispanic respondents tend to be women. 64.3% of Hispanic respondents are female and only 35.7% are male.

Age

18-34	24.5%
35-44	35.8%
45-54	25.5%
55-64	6.8%
65+	5.3%

Older respondents tend to live in Southwest Round Rock and have lived in the City for longer than others. Our younger respondents have less education and are more likely to live in Northeast Round Rock.

Ethnicity

White/Anglo	67.5%
Hispanic/Mexican American	14.0%
Black/African American	8.5%
Asian and American Indian	3.3%
Other	4.3%
Refused	2.5%

The majority of our respondents are Anglos, as is the majority of the population of Round Rock, according to the 2000 Census.

Living Situation

We asked respondents how many years they have lived in Round Rock. The results are as follows:

Less than 5 years	35.3%
5-9 years	30.5%
10-19 years	20.5%
20-29 years	10.0%
30+ years	3.8%

Then, we asked what geographic quadrant of the city respondents live in. The Northwest quadrant is the area west of I-35 and north of 620. The Southwest

quadrant is the area west of I-35 and south of 620. The Northeast quadrant is defined as the area east of I-35 and north of 79. The Southeast quadrant is the area east of I-35 and south of 79.

Northwest	18.0%
Southwest	12.8%
Northeast	34.0%
Southeast	35.3%

Residents of the Northeast quadrant are likely to be younger (46.9% aged 18-34), and Hispanic (50%). Residents of Southwest Round Rock tend to be older (33.3% of those aged 55 or over), less educated (23.5% with only a grade or high school education), and have lived in Round Rock longer (38.2% have lived in the City for 20 years or more).

Media Access

We also asked respondents about their television and Internet access. First, we asked what television services they have.

Time-Warner Cable	74.3%
Satellite TV	18.5%
Neither (antennae only)	6.5%
Grande Cable	1.3%
Other	1.0%
Don't own a TV	0.3%
Don't know	0.8%

The majority of Round Rock residents have Time-Warner Cable. Another 18.5% have satellite TV. Those who have lived in Round Rock longer (81.8% of those who have lived in the City 20 years or more) and older residents (81.3% of those aged 55 or over) are both more likely to have Time-Warner Cable at home.

We then asked about Internet access. At 93.3%, nearly all Round Rock residents are connected to the Internet from home. 6.8% are not. Older respondents (75% of those 55 or older), lower income earners (78.6% of those who earn \$50,000 a year or less), less educated residents (84.3% of those with only a grade or high school education) are all less likely than the population overall to be connected to the Internet from home.

Of those respondents who do have an Internet connection at home, 46.9% connect through a cable modem. 40.8% connect through a DSL line and 11% connect through a regular phone line. Younger residents (54.4% of those aged 18-34) and those with more education (48.8% of those with graduate work or a graduate degree) are more likely to connect to the Internet through a DSL line.

Key Insight

An overwhelming 93% of residents have Internet access at home. This is much higher than the nationwide average of 54.7% in 2003 (according to the 2004 Census). Also, of those with Internet access at home, 87.7% have high speed internet access. Clearly, the Internet is a very good way to reach these citizens.

Total Household Income

Under \$20,000	1.3%
\$20,001 to \$35,000	4.5%
\$35,001 to \$50,000	11.8%
\$50,001 to \$75,000	25.5%
\$75,001 to \$100,000	26.5%
\$100,001 to \$150,000	18.5%
Over \$150,000	4.3%
Refused to say	7.0%

Most Round Rock residents earn more than \$50,000 a year. Only 17.5% earn \$50,000 a year or less. To compare, the state average for Texas is 57.1% of residents earn less than \$50,000 a year, according to the 2004 Census.

Education

We asked respondents to name the highest level of formal education they have completed.

Grade school	1.0%
High school	11.8%
Some college	29.3%
College graduate	36.3%
Graduate work	3.0%
Graduate degree	18.5%

87% of residents have attended at least some college. Clearly Round Rock residents are very well educated.

Work Location

Finally, we asked respondents if “you work in the City of Round Rock.” Only one in four residents work in the City, at 24.8%. 72.8% work outside of Round Rock and 1.5% do not work at all.

Conclusion

Overall, residents seem positive. Over 80% think that the City is headed in the right direction and almost 90% feel safe walking alone at night. These are great numbers. However, less than half of residents feel that the quality of life in Round Rock is getting better. Older residents, those who have lived in Round Rock longer, and residents of Southwest Round Rock are consistently more likely to have a negative rating of the City across several different questions. This is a demographic group the City may start to worry about.

These negative ratings may be due to the incredible growth the City has been experiencing over the past few years. Traffic, growth, and schools becoming overcrowded are the three biggest concerns of citizens. Traffic, in particular, is an issue that everyone is concerned about. In fact, 82% of residents believe that traffic has gotten worse in the last two years. Traffic on state roads and highways is perceived as much worse than on neighborhood roads. As the City knows, traffic is an issue that must be addressed to appease Round Rock citizens. Currently 62.8% believe that the City is doing an only fair or poor job managing traffic.

Nonetheless, residents are very happy with city services. All but two city services have an excellent or good rating of over 50%. The fire department, trash collection, and police department scored the highest out of all city services. Also, city parks and city planning both had significant positive improvement from 2004. When it comes to taking care of common problems, residents rate the City very highly. Round Rock is doing a great job of taking care of abandoned vehicles, enforcing upkeep of public right-of-ways, and taking care of lots overgrown with weeds. In fact, the rating for all three of these services has improved markedly since 2004.

In terms of communication, two thirds of residents believe that the City does an excellent or good job of keeping citizens informed. Also, most residents get information about the City from the local television news. Even though its usage has been steadily increasing, only 37% of residents get information about the City from the Round Rock City web page. For a city where 93% of residents have Internet access in their homes, this number is very low.

Very few citizens have heard about the Ten Year Comprehensive Plan launched by the City last year. Only one in four have heard a great deal or somewhat about the plan. 41% have heard nothing at all. However, of those people who have heard about the Ten Year Plan, almost all find it to be valuable. That's a sign of approval of this planning process.